THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. I, NO. 50 Boyes Hot Springs, Calif. Friday, June 8, 1956

By mail: $1 per year. Pickup, free.

Fine Fresh Garden Sass is ripe

in the Valley of the Moon

Well, all the other election experts, along with us, goofed in predicting the results of the California primary election Tuesday. It'll always remain a mystery to us how otherwise apparently sane individuals could pick a phony statesman (?) who made a rather mediocre governor of Illinois as a candidate for president. 'Course he'll never get there, but whatever possessed the California voters? Come stark mad, or did they just stop thinking?

A bachelor is a man who once thought seriously of marriage.

VALLEY WATCH REPAIR, Boyes. For appreciated gifts.

Paul's Resort has a big lineup of coming events that'll fill the place in the weeks to come. Sunday St. Anne's parish of San Francisco was up in force; Monday the elementary Bluebirds were there, and this coming Sunday there'll be a group of cub scouts and some 800 members of the Fathers' club of Rodeo. On June 16 comes a bunch from Skaggs island, and on the 17th about 1000 Mayo Men's club members from San Francisco. The place is jumpin'.

DANCE Saturday nights and Sunday afternoons at famed LITTLE SWITZERLAND, El Verano. Genuine Swiss atmosphere.

Now we're a director of the Lions club. But just what does a director do? So far as our experience goes, the boys meet once in a great while, talk, have a lunch (some drink beer), and decide to let the committees do the work. The committees? Name three or five good members and what happens? Just one of them does the bulk of the work. Anyway the title of "director" sounds nice, doesn't it?

BOYES SPRINGS BATHHOUSE. Show place of the Valley. Hot and cold pools. Mineral baths. Cocktails. Skating. Picnicking.

From an old Michigan friend, Walt Hackett, now connected with the Los Angeles Times, we got a fine letter the other day, in which he said he detected a faint "cry for help" in the way of encouraging more contributions to Moonbeams. So he proceeded to send us a bunch of L.A. clippings, and now we're going over them with a fine tooth comb, trying to spot the ones suitable for our growing body of intelligent and discriminating readers.

Here's one he says he made up all by himself, and it's been going the rounds: "Why do radio announcers have such small hands? Answer: Wee paws for station identification."

VALLEY LANDSCAPE SUPPLIES, Hiway 12 in Caliente. Roy J. Johns, Proprietor. Gravel. Loam. Stone. Good advice, too.

And more: You've heard about the traveling salesman whose car ran out of gas in the Mojave desert? He trudged across the hot wasteland, his tongue hanging out; finally reached a farmhouse, staggered up to the door, got off a feeble knock. The farmer came to the door. With parched lips the salesman told him his story and asked if he could be put up for the night.

"Certainly," said the farmer. "You are most welcome. Towever —I am a farmer—and I don't have a daughter."

The salesman interrupted: "How . . . how far is it to the next farmhouse."

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

If we were running a regulation newspaper this campaign year we wouldn't support a single candidate, anyway not much. Why? 'Cause they've been spending their money not with newspapers but with those hated other means of communication, the radio and television. They do, however, send out reams of copy (which also costs money for mats, pictures, press agents and copyists) to all the small papers, asking and expecting that they'll get free publicity for their campaigns. Maybe that's how-come they fail of election.

There was one exception with us. Richard McCollister, successful candidate for assemblyman, republican ticket, did use space with us. So of course he's our choice for the job. Besides, he's been an outstanding legislator for something like 20 years, and he looks like a motion picture star, handsome, and with a Texas physique.

B & L LAUNDROMAT, Fetters. Bring your washing here during the summer months. No labor, fast service, clean clothes!

Our Resort over in El Verano has a spacious new barbecue pit—the real old-time kind—in or on which you could barbecue a steer. There are tables under nearby trees, and the setup is available for use by anyone who chooses to picnic there. Stein club has its headquarters at Our Resort, and the members plan several barbecues throughout the summer months.

SONOMA GROVE, Hiway 12. Italian food at its finest, but every entre you may wish is here for you. Cocktail bar.

Two weeks ago, in the Irish Inn ad, we made "corned beef" sandwiches come out as "corned beek." Last week we sought to correct the error, reset the ad. And lo and behold, that same word "beek" appeared again just as it had previously. Watch it this time!

GEORGE'S MEATS, at Boyes Springs Food Center. Highest grade meats, cut to your oder. Hot weather cold slices.

B. F. Robie signed up for a subscription to be sent to his daughter. She lives in Fort Worth, Texas, but Robie hasn't yet given us her address. Wouldn't you like to send Moonbeams to some friend or relative of yours? Cost is only a dollar for a whole year.

DENNY'S C O G CLUB, Boyes. Sportsmen gather here every day and evening. They feel at home. So will you.

Fame of Moonbeams is spreading. Last week we got copies of the Nevada Capitol Times (Carson City), and smackdab on the front page was a long writeup of Moonbeams, and a photo of the Colonel, complete with vandyke and moustache such as we wore for a while last year till we couldn't stand it any longer. A terrible looking individual. But now, handsome again!

ROSS VALLEY ADVERTISING Agency serves Sonoma Valley on request. Owners admit there's NO PLACE like the Valley of the Moon! Resort promotion: brochures, menus, ads, even television! Call Glenwood 4-5243 COLLECT for appointment.

The Lions club put on a most successful pancake breakfast last Saturday at the Woodleaf parking lot. Something more than nine gallons of batter were used, with case after case of eggs and slab after slab of bacon. Sperry company and General Mills furnished much of the provender, with Woodleaf supplying cooking and serving equipment and personnel.

Something over $250 was cleared, and another year, the proceeds, used for the club's civic work and work with the blind, should be doubled.

The food was good, and in profusion. The boys learned quite a lot, too, and next year there'll be shade. A cooler day would have

helped, especially during the fashion show put on by little Hermenia Graves and the bingo games which followed.

BOYES SPRINGS FOOD CENTER. You'll find your every food need here. Serve yourself, and pay less. Take-out license.

Some demos point to the fact that the combined democrat vote was greater than that of the repubs. It doesn't mean a thing. We could name offhand 20 republicans who didn't bother to go to the polls because, after all, why should they? No contests.

SONOMA MISSION INN, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Probably they don't have 'em nowadays, what with the growth of the summer camp movement. But 'way back when we lived 100 miles west of Chicago, every summer there would arrive a trainload of "fresh air kids," gathered together in the big city by charitable groups and sent to country towns for two weeks away from the grimy city. Various homes would be signed up to take in a "kid" or two for the short vacation. And undoubtedly both the household members and the children from the city learned a lot about how the other half lived.

Ever had a "fresh air kid" in your home? It's an education.

HAZEL'S HOUSE OF CHARM, 18375 Hwy. 12, Boyes. Cold waves, hair styling, tints, dyes. Paris license. Eves by appoint. WE 8-5329.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

Getting a bit "off" of the big TV spectaculars, usually scheduled for early evening Saturday. If we really want to see one (90 minutes usually) they take over the time we customarily reserve for "Susie," "Ethel and Albert" and the "Big Surprise," three half hours. Won't do it again, ever.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

FIRESIDE LODGE, Hiway 12 west of Sonoma. Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

"My ancestors were real pioneers. They came west in non-scheduled covered wagons."

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

Tried our darnedest to show Tex Juen how to fry eggs properly at the Lions' breakfast. He had some slowly frying on a big griddle. "Fix us up one just like we tell you," we admonished. "Break the yolk, fry it hard on both sides—you know, brown and crisp like a fried oyster."

Said he'd bring it over to our table—and he did. But it wasn't fried like that at all. The yolk was broken, but that was all. It was soft and flabby, the yellow a sorry looking mess.

Reminded us of when we first learned to fry 'em right. Was selling sandwiches, various kinds including egg, to workers at the Schiller piano factory in Oregon, Ill. One morning a nice young fellow wearing a white shirt got egg yolk all over the shirt, and lectured us on exactly how to fry an egg. Frying three dozen every morning, thereafter never was another egg produced which could cause such an accident. Tex says such an egg wouldn't be fit to eat—but it is. Try one for yourself some morning, and learn how good an egg really can taste. And besides, your plate doesn't get all messy.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

SONOMA GOLF & COUNTRY CLUB. Clown room for after the game refreshments. Dine in our luxury room, overlooking pool.

Young Sher Singh called us up the other night and was extremely delighted to tell us he had found an error in his beloved Moonbeams. Shucks, you too can find one, if you carefully read each word in it. But we're still trying hard for that perfect newspaper, and it'll happen--sometime.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

RICHFIELD SERVICE, Plaza corner, Boyes. Complete car service, friendly but not forward. Bud Delaney, Proprietor.

Tickles us (is that the right phrase) to hear "So-and-So is forced into a runoff in November." That's the way it's supposed to be. A primary is used simply for the purpose of each party nominating its very best candidate for every position to be filled in November. Cross-filing is a hybrid practice, serves no useful purpose, and in fact is as bad or worse than the old convention system. It is rapidly being discarded by most states. It should be abandoned in California immediately.

THE IDLE HOUR, Hiway 12, at the "big curve." Jumbo deluxe hamburgers, short orders. Coors beer on draft. Drop in, won't you?

2011.1.50

When we see the name of a candidate from some other party on our ballot, we see red; imagine that opposition party members feel the same under similar conditions. Let's get back down to earth and run primaries and elections as separate campaigns the way they were originally intended.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

One of the sisters at a nearby Catholic school was telling her class about King Henry VIII and his assorted wives and their brief reigns. One of the bright young pupils remarked: "That must have been the beginning of Queen for a Day."

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

One great advantage of being old is that you can stand for more and fall for less.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

OUR RESORT, El Verano. Draft beer on tap. Stein Club headquarters. Harvey and Melina on duty. Our mixed drinks are good.

Recent events bring to mind the need for some sort of community hall that would be available for use many times during the year. Perhaps there is a hall or two that could be rented, but usually they're spoken for far in advance. A downtown hall would come in handy when it's too hot outside, or perhaps when it rains, or is unusually cold.

Friend of ours also asserted we should have more hotel rooms in the Hot Springs area; that we couldn't accommodate a convention of any size, that 1000 reservations to a meeting here would swamp our facilities. And if we did have them, he said, we could get all the conventions we'd want. (And they bring in plenty of money.)

Conventions also call for sizeable halls in which meetings could be held. He also cited the possibility that with enlarged facilities we could attract many, many more people here from the city, partly because it si so accessible, famous for its historical background and scenic beauty, and for its known worth as a health and recreation and sports center. Also exceptional viands and beverages.

So, all we have to do is build a few more hotels, halls, park facilities in the downtown area, and we're all set. Who'll take the lead?

Actually, folks, we've got a marvelous setup right here, one that could be developed into one of the most popular spots on the west coast. Why don't we start to cash in on our potentialities?

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies
MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

A woman's idea of a larger shoe is the same size that doesn't fit so tightly.

BANCROFT NURSERY, Sonoma. For shrubs, roses, fruit trees, grapes, berries. Also fertilizers, insect repellents.
PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

Boyes Springs Bathhouse is off to a wonderful start this year. The crowds, especially weekends, are tremendous, the picnic grounds are packed. There's a new barber shop, new attractions in the casino and increased popularity all around. Just maybe we permanent residents should show a little more appreciation of what we've got—really a first class recraation facility.

BOYES VARIETY STORE. Headquarters for just about everything for the home, yard, garage. Cards. Gifts. Utensils.
YOU'LL SAVE by buying all your food needs at the WOODLEAF MARKET, Boyes. Prices always the lowest in the Valley.

Can't close down the typewriter department without a word about the new Town House in Glen Ellen, scheduled to have its grand opening on June 15, just a week away. The Amantes have constructed a wonderful supper club, complete with exceptional architecture, with wonderful fireplace, scenic location, sumptuous equipment, elegant meals, exotic drinkables, luxurious lounge spots, and Carl tells us, topflight entertainment. What could be more perfect. We predict a capacity crowd the opening night, and from then on all the time.

RUSTIC INN, Glen Ellen. An unusual tavern with real old-time atmosphere. Bring your guests here—for a change!
MENDEL'S CAFE, Boyes Plaza. Noted for well cooked food, with quality mixed drinks, excellent service always. You'll like it.
TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

An Irish carrier brought action against a motorist for compensation for damage to his person and property. The counsel for the defense, in cross-examining the carrier, said, "Did you, or did you not, at the time of the accident, say that you weren't hurt?"

"Well, now, it was loike this,.." replied the carrier. "Oi'm goin' along the road, with me ol' ass and cart, and along comes this motorist fella and knocks us all into the ditch. Ah ya niver saw sucha mess

in yer loife. There was me flat on me back in the ditch, wit me legs in the air. There was me ole moke in the ditch with her legs in the air, and there was the ole cart in the ditch with her wheels in the air. Then this motorist fella comes up and he sees that the moke has her leg broke. So he goes back to his motorcar and comes back with a revolver an' he shoots her. Then he comes up ta me and he says, "Now what about you? Are you hurt?"

It's SONOMA FURNITURE MART for the best in furniture. We'll trade, too. A big floorful for your selection. Drop in and look.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

Someone has defined a "wolf" as a big dame hunter who enjoys life, liberty, and the happiness of pursuit.

EL DORADO HOTEL, Sonoma. Italian food at its best. Club dinners and banquets. Varied menu—all good. Cocktails.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Sign over a garage door in a western state reads: "We weld everything except a broken heart and the crack of dawn."

DONOVAN'S IRISH INN, opp. Bath House. Short orders, wine, beer. Corned beef sandwiches daily, dinners on weekends.

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 9-2673.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

(This really is an oldie.) A businessman who retired recently with $100,000 in the bank was asked for the secret of his success. He replied: "I attribute my ability to retire with a $100,000 bank balance, after 30 years in business, to close application to duty, pursuing a policy of strict honesty, taking good times with the bad, always practicing rigorous rules of economy, and to the recent death of an uncle who left me $99,990.50."

FOR — REDWOOD HANGING BASKET or PATIO PLANTER
Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

SHOW PLACE OF GLEN ELLEN is the Amantes' "Town House Supper Club." Buffet Supper, Floor Show, Dancing, Cocktails. OPENING NIGHT! Everybody's going at 6 p.m. on Friday, June 15. (And we won't be home until morning . . . "

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500